

group; b) the moderate exposure group; c) the low exposure group.

By running the degree of exposure to mass media against cause of change in attitude, it was found that there was no relationship between degree of exposure to mass media and cause of change.

Needless to mention you find a greater majority among the highly exposed group, who attributed their change in attitude to Lebanese or Arab friends, than among the moderately exposed group or the low exposed group.

Another factor contributing to a change in attitude is the effect of the mass media and personal contact on our subjects.

When asked about the effect of Lebanese or Arab mass media on them, our respondents showed the following distribution: only 3.0 per cent of our respondents said that the mass media had a strongly positive (good) effect on them. 34.0 per cent said it had a positive effect on them, and another 25.0 per cent said it had no effect on them. Also 27.0 per cent said Lebanese or Arab mass media had a negative (bad) effect on them. 1.0 per cent said the effect was strongly negative and 6.0 per cent said the effect was both negative and positive.

The effect of Lebanese or Arab mass media is equally distributed in three directions. It positively affects around one third of our respondents, negatively affects one third, and